

Ohio Supercomputer Center Brand Usage - Blue Collar Computing Logo

For more information please visit www.osc.edu/branding or email ian@osc.edu

The Ohio Supercomputer Center's Blue Collar Computing Logo is to be used in association with the Ohio Supercomputer Center brand and also as a stand alone brand when appropriate. The Blue Collar Computing Logomark consists of three graphic elements; the icon, the logotype "Blue Collar Computing" and the tagline "An initiative of the Ohio Supercomputer Center". All three elements are to be used in reproduction. The Blue Collar Computing logo is trademarked and is to be used with permission only. The blue is a Pantone 294 U and the typeface is Myriad Pro Bold. The tagline typeface is Garamond Premier Pro. OSC logos are included below for your use.



Standard BCC Color Logo

This is logo to be used as small as 2" wide, but can also be scaled up to any size. This is to be used in all color applications and should be Pantone Color matched to 294 U.



Standard BCC Black & White Logo

This is the only logotype to be used as small as 2" wide, but can also be scaled up to any size. This is to be used in all black and white applications and should not be lightened in any way.

Standard OSC Color Logo w/ Tagline

This logotype is to be used whenever the tagline is appropriate, but not to be reproduced smaller than 2" wide. This is to be used in all color applications and should be Pantone Color matched to 294 U.

Empower. Partner. Lead



Ohio Supercomputer Center

Standard Black & White Logotype w/ Tagline

This logotype is to be used whenever the tagline is appropriate, but not to be reproduced smaller than 2" wide. This is to be used in all black and white applications and should not be lightened in any way.

Empower. Partner. Lead

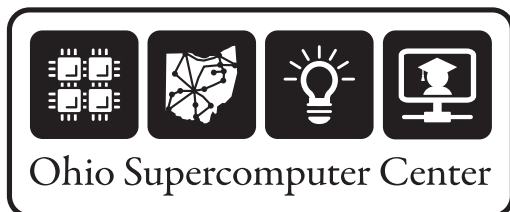


Ohio Supercomputer Center



Boxed Color Logotype w/o Tagline

This logotype is only to be used on dark colored, patterned or black backgrounds and only as small as 1 1/2" wide, but can also be scaled up to any size. This is to be used in all color applications and should be Pantone Color matched to 294 U. This is never to be used with the tagline.



Invert Black & White Logotype w/o Tagline

This is to be used in all black and white applications that require placement on dark colored, patterned or black backgrounds and should not be lightened in any way. This is the only logotype to be used as small as 1 1/2" wide, but can also be scaled up to any size. This is never to be used with the tagline.